

REMARKS

This application has been reviewed in light of the Office Action dated May 12, 2004. Claim 1 has been cancelled and Claims 2 and 3 have been amended to more clearly define Applicant's invention. Favorable reconsideration is requested.

In the Office Action Claims 1-3 were rejected under U.S.C. § 112. Claim 1 has been cancelled and Claims 2 and 3 have been amended to provide the antecedents for the limitations noted by the Examiner. It is respectfully submitted that the claims, as presently amended, comply with 35 U.S.C. § 112.

The Examiner also rejected Claims 1-3 as unpatentable under 35 U.S.C. § 102(b) in view of Smith, GB 2,221,076A. It is respectfully submitted that Claims 2 and 3, as presently amended, are patentable over the Smith reference. As will be noted, the claims require the reel mounting members to be secured in fixed position along the elongated mounting member. As will be recognized by the Examiner, this feature is totally lacking in the Smith reference where the mounting hoops are loosely positioned on the pole and are readily movable along the pole. It is clear that this mounting arrangement in the reference presents a distinct disadvantage in that one cannot readily remove the reel from the pole since the hoop will also move along with the reel, requiring both hands to be utilized to dismount the reel.

The arrangement is, of course, totally unlike the Applicant's display device where the mounting members are fixed in place along the central support member. Upon insertion or removal of reels in Applicant's display apparatus, the mounting members remain stationary. This permits the reels to be readily removed from the display for inspection and comparison. It also allows ready stacking of reels on the display device. Clearly, this feature is not disclosed nor suggested by the Smith reference. In like manner, the shortcomings of Smith

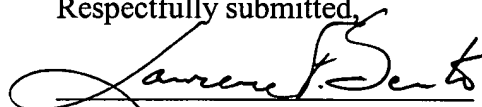
are not materially supplemented by the teachings of the other prior art cited by the Examiner.

In view of the foregoing amendments and remarks, Applicant respectfully requests favorable reconsideration and early passage to issue of the present application.

CONCLUSION

Applicant's undersigned attorney may be reached in our New York office by telephone at (212) 218-2100. All correspondence should continue to be directed to our address listed below.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Lawrence F. Scinto", written over a horizontal line.

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